

# Samsung, UN Development Programme Partner to Support the Global Goals

USA on August 8, 2019

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## ***New mobile app and special edition accessories unveiled to raise awareness of the Sustainable Development Goals***

Samsung Electronics and the United Nations Development Programme (UNDP) today announced a new partnership in support of the Sustainable Development Goals (SDGs), also known as the Global Goals. The Global Goals address some of the biggest challenges faced around the world, including those related to inequality, climate and environmental degradation, and education.

Samsung and UNDP are joining forces to provide simple ways for Galaxy users to come together to support the Global Goals and address the issues that matter most to them. Through this new initiative, Samsung and UNDP will release the 'Samsung Global Goals' application, an education and donation-based mobile application, along with special edition accessories<sup>1</sup>.

"Now more than ever, we have the potential to use the power of technology to address the world's most pressing challenges," said DJ Koh, President and CEO of IT & Mobile Communications, Samsung Electronics. "Our partnership with the United Nations Development Programme (UNDP) will provide Galaxy users with easy, impactful ways to learn about the Global Goals and support the causes important to them so we can collectively make a difference."

Samsung and UNDP believe that a crucial step in tackling the Global Goals is to increase awareness and understanding of the challenges these goals address and why they are important. As an additional step, Samsung and UNDP are providing simple ways that people can donate to help address the challenges and fuel the actions needed to accomplish the Global Goals.

"This partnership with UNDP and Samsung will not only harness technological innovation in achieving the Sustainable Development Goals, but will mobilize the next generation of global citizens to take action and achieve the goals together," says Achim Steiner, UNDP Administrator. "Only with a joint effort by everyone – private sector, civil society, and people across the world – can we truly have impact and change the world for the better."

The 'Samsung Global Goals' application, available on Samsung Galaxy smartphones<sup>2</sup>, aims to increase awareness and raise funds for UNDP to support its work around the world. In addition, Samsung is launching special edition accessories, donating a portion of revenue from sales of each accessory directly to UNDP in support of the Global Goals. The Galaxy Note10 cover with Global Goals-themed design and a wireless charger will be introduced at the device launch.

The new 'Samsung Global Goals' app will give consumers easy and effective ways to learn more about each of the 17 Global Goals and take part in small actions to help support the issues that matter most to them. People can use the application to donate directly to the Global Goals via the [UNDP website](#). Galaxy users can also easily donate to the Global Goals by choosing to engage with advertisements in the application. Galaxy users will be able to donate 100 percent of the advertisement revenue Samsung would have generated to the Global Goals.

The application will be available in 19 languages<sup>3</sup> and will come preinstalled on the Galaxy Note10, while it will be available for download on other Galaxy smartphones<sup>2</sup> later. The special edition accessories will be available through Samsung.com and select Samsung Experience Stores in the U.S. and Korea.

For more information about Samsung Global Goals, visit [news.samsung.com/galaxy](https://news.samsung.com/galaxy), [www.samsungmobilepress.com](https://www.samsungmobilepress.com) or [www.samsung.com/global/galaxy/apps/samsung-global-goals](https://www.samsung.com/global/galaxy/apps/samsung-global-goals).

*\* All features and services may differ by market and mobile operator.*

*\*All announcement and product information provided in this document including, but not limited to, the details, availability, and timing of the app and special edition products are subject to change without notice.*

<sup>1</sup> The special edition phone cases for Galaxy Note10 and wireless charger will be available through Samsung.com and select Samsung Experience Stores in the U.S. and Korea at the end of August.

<sup>2</sup> The app will come pre-loaded on Galaxy Note10 and depending on the market will be available for download on the Galaxy S8, Galaxy Note8, Galaxy S9, Galaxy Note9, Galaxy S10 and Galaxy A Series except A10s, A20s through Galaxy Store and Google Play starting from Aug 23, 2019.

<sup>3</sup> Languages include Arabic, English, French, German, Hindi, Indonesian, Italian, Japanese, Korean, Malay, Mandarin, Polish, Portuguese, Russian, Spanish, Swedish, Thai, Turkish, and Vietnamese.

## About UNDP

The United Nations Development Programme partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in nearly 170 countries and territories, we offer global perspectives and local insight to help empower lives and build resilient nations. [www.undp.org](http://www.undp.org).

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